

In the Claims

1-16. (Cancelled)

17. (Currently Amended) A method of displaying supplemental information particular to a user regarding displayed web pages for the user, the method comprising:

identifying a particular product displayed in a first web page using a device that displays the first web page to the user;

determining, with the device, whether an entry corresponding to the particular product displayed on the first web page is contained in a database on the device ~~that~~, wherein the database comprises supplemental information particular to a user and correlates the supplemental information to each of a plurality of products, and wherein the database is separate from the first web page and the first web page is ordinarily devoid of the supplemental information; and

displaying supplemental information ~~for correlated to~~ correlated to the particular product along with and separate from the first web page ~~where~~ if it is determined that the database contains an entry for the particular product.

18. (Previously presented) The method of claim 17, wherein the particular product is associated with a link to a second web page.

19. (Previously Presented) The method of claim 18, wherein the second web page correlates to a purchasable item, and the supplemental information includes a consumer incentive available to the user and relating to the purchasable item, the consumer incentive being obtained from the database and not being ordinarily evident from the web page.

20. (Previously Presented) The method of claim 19, wherein the consumer incentive is a discount for purchasing the purchasable item from the web site using a particular credit card, the database includes an entry indicating that the user has the particular credit card,

and the supplemental information indicates that the user will obtain the consumer incentive where the particular credit card is used to purchase the purchasable item.

21. (Previously Presented) The method of claim 17, further comprising:

detecting an event relating to the particular product, wherein the event prompts the display of supplemental information for the particular product.

22. (Previously Presented) The method of claim 21, wherein the event is a cursor rollover of the particular product, and the supplemental information is superimposed on the first web page in the vicinity of the display of the particular product.

23. (Currently Amended) An apparatus for displaying supplemental information particular to a user regarding displayed web pages for the user, the apparatus comprising:

a link assessment module, for identifying a particular product displayed in a first web page using a device that displays the first web page to the user and determining, with the device, whether an entry corresponding to the particular product displayed on the first web page is contained in a database on the device~~that, wherein the database comprises supplemental information particular to a user and~~ correlates the supplemental information to each of a plurality of products, and wherein the database is separate from the first web page and the first web page is ordinarily devoid of the supplemental information; and

a supplemental information display module, in communication with the link assessment module, for displaying supplemental information ~~for correlated to the~~ particular product along with and separate from the first web page ~~where~~ if it is determined that the database contains an entry for the particular product.

24. (Previously Presented) The apparatus of claim 23, wherein the particular product is associated with a link to a second web page.

25. (Previously Presented) The apparatus of claim 24, wherein the second web page correlates to a purchasable item, and the supplemental information includes a consumer incentive available to the user and relating to the purchasable item, the consumer

incentive being obtained from the database and not being ordinarily evident from the web page.

26. (Previously Presented) The apparatus of claim 25, wherein the consumer incentive is a discount for purchasing the purchasable item from the web site using a particular credit card, the database includes an entry indicating that the user has the particular credit card, and the supplemental information indicates that the user will obtain the consumer incentive where the particular credit card is used to purchase the purchasable item.

27. (Previously Presented) The apparatus of claim 23, further comprising:

an event detecting module, for detecting an event relating to the particular product, wherein the event prompts the display of supplemental information for the particular product.

28. (Currently Amended) The ~~method~~apparatus of claim 27, wherein the event is a cursor rollover of the particular product, and the supplemental information is superimposed on the first web page in the vicinity of the display of the particular product.

29. (Currently Amended) An apparatus for displaying supplemental information particular to a user regarding displayed web pages for the user, the apparatus comprising:

means for identifying a particular product displayed in a first web page using a device that displays the first web page to the user and determining, with the device, whether an entry corresponding to the particular product displayed on the first web page is contained in a database on the device~~that~~, wherein the database comprises supplemental information particular to a user and correlates the supplemental information to each of a plurality of products, and wherein the database is separate from the first web page and the first web page is ordinarily devoid of the supplemental information; and

means for displaying supplemental information ~~for correlated to~~correlated to the particular product along with and separate from the first web page~~where~~ if it is determined that the database contains an entry for the particular product.

30. (Previously Presented) The apparatus of claim 29, wherein the particular product is associated with a link to a second web page.

31. (Previously Presented) The apparatus of claim 30, wherein the second web page correlates to a purchasable item, and the supplemental information includes a consumer incentive available to the user and relating to the purchasable item, the consumer incentive being obtained from the database and not being ordinarily evident from the web page.

32. (Previously Presented) The apparatus of claim 31, wherein the consumer incentive is a discount for purchasing the purchasable item from the web site using a particular credit card, the database includes an entry indicating that the user has the particular credit card, and the supplemental information indicates that the user will obtain the consumer incentive where the particular credit card is used to purchase the purchasable item.

33. (Previously Presented) The apparatus of claim 29, further comprising:
means for detecting an event relating to the particular product, wherein the event prompts the display of supplemental information for the particular product.

34. (Currently Amended) The ~~method~~apparatus of claim 33, wherein the event is a cursor rollover of the particular product, and the supplemental information is superimposed on the first web page in the vicinity of the display of the particular product.

35. (Currently Amended) A computer readable storage medium that stores instructions for performing the steps of:

identifying a particular product displayed on a first web page in a first web page using a device that displays the first web page to the user;

determining, with the device, whether an entry corresponding to the particular product displayed on the first web page is contained in a database on the device ~~that,~~
wherein the database comprises supplemental information particular to a user and
correlates the supplemental information ~~particular to the user~~ to each of a plurality of

products, and wherein the database is separate from the first web page and the first web page is ordinarily devoid of the supplemental information; and

displaying supplemental information ~~for~~ correlated to the particular product along with and separate from the first web page ~~where~~ if it is determined that the database contains an entry for the particular product.

36. (Previously Presented) The computer readable storage medium of claim 35, wherein the particular product is associated with a link to a second web page.

37. (Previously Presented) The computer readable storage medium of claim 36, wherein the second web page correlates to a purchasable item, and the supplemental information includes a consumer incentive available to the user and relating to the purchasable item, the consumer incentive being obtained from the database and not being ordinarily evident from the web page.

38. (Previously Presented) The computer readable storage medium of claim 37, wherein the consumer incentive is a discount for purchasing the purchasable item from the web site using a particular credit card, the database includes an entry indicating that the user has the particular credit card, and the supplemental information indicates that the user will obtain the consumer incentive where the particular credit card is used to purchase the purchasable item.

39. (Previously Presented) The computer readable storage medium of claim 35, further comprising instructions for performing the step of:

detecting an event relating to the particular product, wherein the event prompts the display of supplemental information for the particular product.

40. (Currently Amended) The ~~method~~ computer readable storage medium of claim 39, wherein the event is a cursor rollover of the particular product, and the supplemental information superimposed on the first web page in the vicinity of the display of the particular product.